

# Welcome to the Azure Tech Groups Quarterly Call

## We'll start in 5 mins

*When you join this event, your name, email and/or phone number may be viewable by other session participants in the attendee list.*



Azure

# Azure Tech Groups

Quarterly Group Leader Call

Microsoft

January 2022

# September Quarterly Group Leader Call: Agenda

- Welcome
- Intros & State of the Community
- News from Meetup
- Interesting finds
- Q&A

## Event guidance:

Feel free to ask questions as we go, we'll leave ~15 mins at the end for additional questions.

To ask questions, use the Q&A button.

# Your crew





## Jenn Jinhong

Azure Developer Marketing

A quirky 'geek' who enjoys discussing and exploring the latest technologies. Loves fun lighting.

 @jennjin

 jenniferjinhong


 JennJin

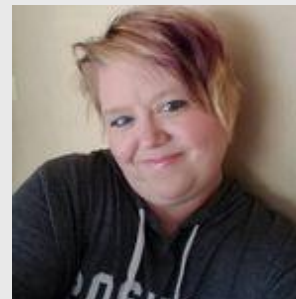


## Marie-Lou Gauthier

Meetup.com

Community building expert who helps businesses engage their audience at scale and empower meaningful human connections.


 marielougauthier





## Leann Turpin

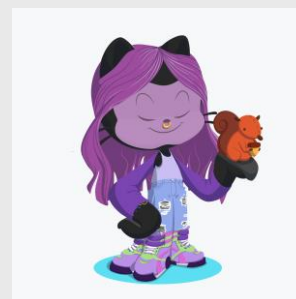
Community Program Manager

Mom, tech geek, purveyor of hope, connector of people, Microsoft alumni, life-long learner.

 @leanneileen


 leannturpin


 LeannTurpin



## Anna Soracco

Program Manager

 annasoracco

 annasoracco

# State of the Community

**132** Groups  
**203,837** members  
**42** Countries

Monthly Avgs (*past 3 months*)

**200+** events  
**4.2k+** RSVPs

The screenshot displays the Azure Tech Groups website. At the top, a dark blue header contains the text "Find a local community" and "Search for a community near you or anywhere in the world." alongside an icon of three people. Below this, a section titled "Begin your search" provides instructions and search filters. A world map is visible in the background. The "Search results" section lists groups by geographic region, including Argentina, Australia, Brazil, Canada, and others. A large black banner with white text reads "Welcome to Azure Tech Groups!" and "Join our community-led Meetup groups where you'll learn from your peers about solutions to common problems, fun projects, and what's new in Microsoft Azure!" with an "Explore all events" button. At the bottom, a world map shows the locations of groups, with a callout for "Big Data Bellevue (BDB) Bellevue, WA, USA". The footer includes the Azure Tech Groups logo and statistics: 203,909 Members, 132 Groups, and 42 Countries.

**Find a local community**  
Search for a community near you or anywhere in the world.

**Begin your search**  
Use the search below to find groups in the following networks:  
Azure Tech Groups  
Search for user groups by name or geographic region.  
Search by user group Search by geographic region  
Clear

**Search results**  
Geographic region: (147 results)

**Argentina**  
[Azure Argentina] Comunidad de Microsoft Azure NET-Baires

**Australia**  
Australian Azure User Group

**Brazil**  
.NET São Paulo Azure Talks  
SampaDevs Azure Brasil  
Campinas .NET Azure RS Community  
.Net Vale Itu Developers

**Canada**  
Microsoft Reactor Toronto North Toronto Cloud &  
Metro Toronto .Net User Group

**Welcome to Azure Tech Groups!**  
Join our community-led Meetup groups where you'll learn from your peers about solutions to common problems, fun projects, and what's new in Microsoft Azure!  
Explore all events

Upcoming events Groups Near Me

Map Satellite  
Big Data Bellevue (BDB)  
Bellevue, WA, USA

**Azure Tech Groups**  
Members: 203,909  
Groups: 132  
Countries: 42

# Updates from Meetup





SET YOUR  
AZURE TECH  
GROUP UP  
FOR SUCCESS  
IN 2022



# 1. RECRUIT A CO-ORGANIZER

- 68% of Meetup organizers who consider their group successful have at least one other co-organizer
- Start small - ask for help and encourage participation to lighten your load
- See all of the advantages of building a leadership team





## 2. HAVE A REGULAR CADENCE OF EVENTS

- Best way to attract new members and to maintain engagement with existing members
- Pick a cadence that works for you and stick to it
- Most successful organizers host at least one event a month



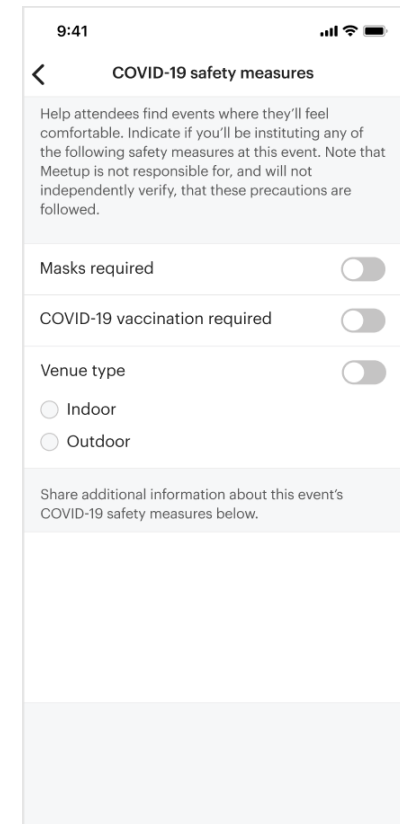
### 3. HOST FREQUENT AND EASY-TO-PLAN EVENTS

- It's best to always have an upcoming event scheduled. Upcoming events appear in event searches, which is a great way for new members to find your events and group.
- If you don't have time to host structured event, you can consider hosting:
  - social events (e.g. happy hour)
  - shorter events (e.g. a quick 30-min lunch & learn)
  - networking events



## 4. USE COVID-19 SAFETY FEATURES FOR IN-PERSON EVENTS

- Meetup has introduced [COVID-19 safety features](#) to allow organizers to be upfront about what members can expect when they attend in-person events.
- You can note any mask and vaccine requirements, and show if the event is indoors or outdoors.
- The feature has been adopted by 25% of organizers.
- Events that use the COVID-19 safety features see an 8% greater lift in RSVPs compared to events without the safety features listed.



A screenshot of a mobile app interface for setting COVID-19 safety measures. At the top, the status bar shows the time 9:41 and signal strength. Below is a header with a back arrow and the title "COVID-19 safety measures". A paragraph of instructional text follows: "Help attendees find events where they'll feel comfortable. Indicate if you'll be instituting any of the following safety measures at this event. Note that Meetup is not responsible for, and will not independently verify, that these precautions are followed." The form contains three toggle switches: "Masks required" (turned on), "COVID-19 vaccination required" (turned off), and "Venue type" (turned off). Under "Venue type", there are two radio button options: "Indoor" and "Outdoor". At the bottom, there is a section titled "Share additional information about this event's COVID-19 safety measures below." with a large text input area.



## 5. SURVEY YOUR MEMBERS

- Great way to source ideas, show members that you care about their input, and continue to improve the group.
- Post-event surveys are a comfortable place for introverts and extroverts alike to share honest feedback.



## 6. CREATE A COMMUNICATION PLAN

- Make sure to communicate with your members regularly:
  - Set up a custom welcome message for new members
  - Send personalized event reminders (e.g. 1h before the event)
  - Send thank you notes to attendees after your events
  - Share relevant resources, such as past event recordings, with inactive members to re-engage them



# RESOURCES FOR ORGANIZERS

- Join [Meetup Live](#) for live sessions with expert organizers and more,
  - [Check out the event recordings here.](#)
- Listen to our podcast, [Keep Connected](#), to learn more about the power of community and how it's impacted Meetup organizers across the globe.
- Stay up-to-date with Community Matters and check out other articles like this one in our [Organizer Guide](#).



# Interesting finds



# In the Leaders Hub

[Home](#) > [Azure](#) > Azure Tech Groups Leaders Hub

Subscribe Options ...

## Azure Tech Groups Leaders Hub

+ Contribute Content

Latest Activity

Newest

**Welcome, Azure Tech Groups Leaders**  
Leann Turpin (@LeannTurpin) in Discussions on Nov 25 2020

Hello Azure Tech Group Leaders! It's our pleasure to welcome you to the new Azure Tech Groups - Leaders Hub. We are excited to see this community grow and flourish and we appreciate you being here! To help everyone get oriented, here are a couple of t...

[Read more >](#)

388 Views 20 Likes 16 Replies

Manuel Alejandro Salazar Avila (@msalazar97) replied to [Leann Turpin \(@LeannTurpin\)](#) Jan 12 2022

Group Hub Information

**Azure Tech Groups**  
Group Leaders Hub

**Azure Tech Groups Leaders Hub**

142 members

Owned by [LTurpin](#), [Jenn Jinhong](#), [Anna Soracco](#), [Allen](#)

Hidden group

Created Mar 12 2021



**LTurpin** MICROSOFT Jan 14 2022 11:33 AM

### Getting to know you: What's next for 2022?

Greetings fearless leaders!

January is often a time for planning, setting resolutions or intentions, and crafting our goals for the year ahead. We would love to know:

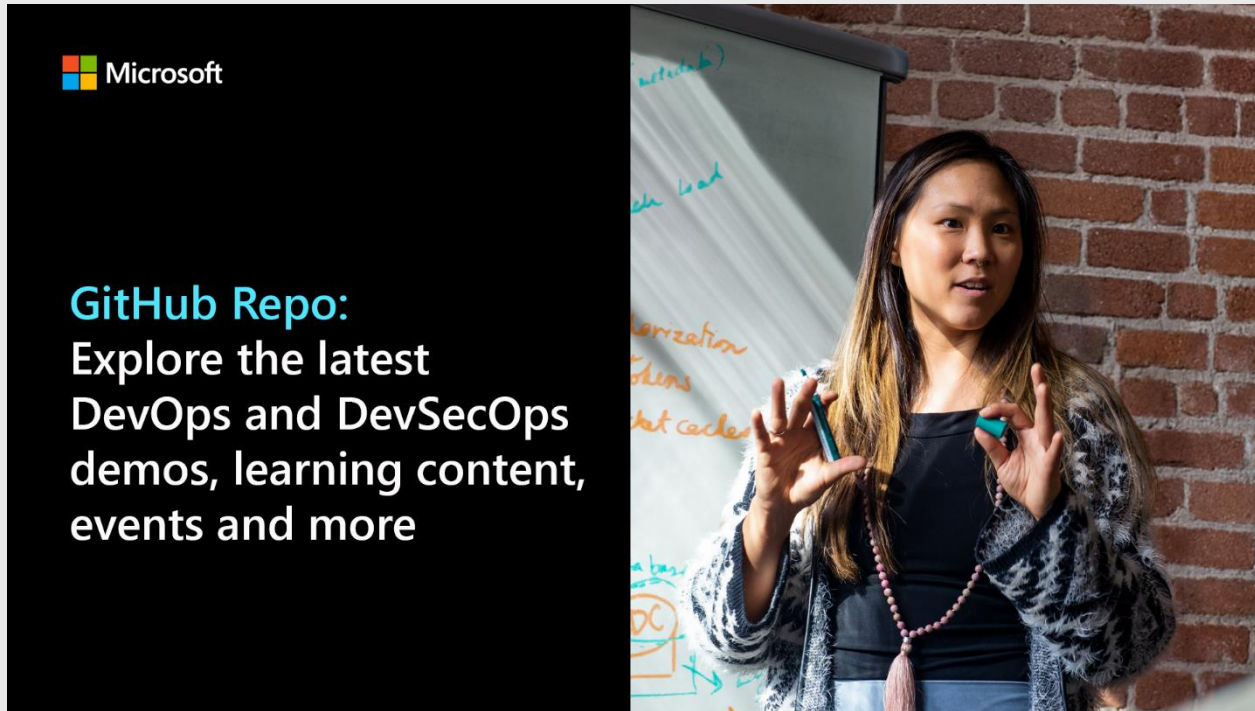
1. What goals did you crush in 2021 personally or within your group?
2. What big goals have you set personally or for your community in 2022?
3. How can WE help support you in reaching those goals this year?

You ARE this community and the voice of your membership, so we want to hear from you!

Getting to know you series  
[What's next for 2022?](#)



# Developer monthly resources | DevOps and DevSecOps



Explore the latest DevOps and DevSecOps demos, learning content, events and more from Microsoft SMEs. Learn best practices to automate and secure code, workflows and infrastructure in Azure —

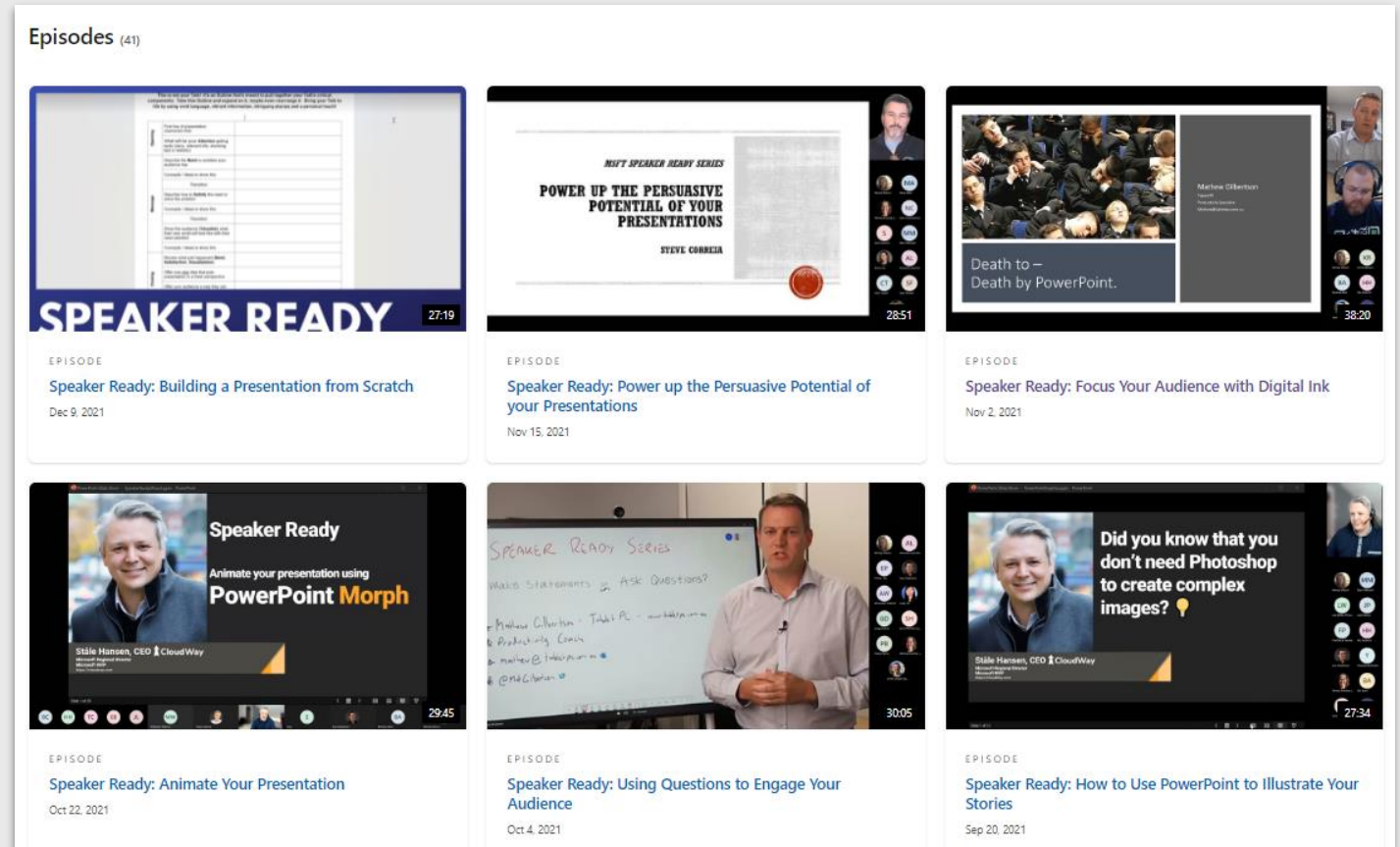
visit the Microsoft Developers  
Featured Resources GitHub:

<https://aka.ms/devrepo>

# Speaker Ready Series

## Key pillars:

- Self-managed learning
- Community-driven training
- Community collaboration (coaching, teaching, peer to peer mentorship, etc.)
- Leadership by peers in the Microsoft communities



<https://docs.microsoft.com/en-us/shows/speaker-ready/>

# Events

## Speakers



**Sara Novotny**

Director of Open Source Strategy and Ecosystem, Microsoft



**Brendan Burns**

CVP Azure OSS Cloud Native, Microsoft



**KY Srinivasan**

Distinguished Engineer, Microsoft



**Krishna Ganugapati**

Vice President of Software Engineering, Microsoft

## Azure Open Source Day

Tuesday, February 15, 2022 (9:00 AM – 10:30 AM Pacific Time)

### Register now to:

- Discover practical ways to optimize your Linux investments and innovate faster on Azure.
- Discover tools for every developer, including Visual Studio Code, GitHub Codespaces, and the new Azure Cosmos DB API for MongoDB.
- Learn about the latest innovations in containers and serverless computing, including Azure Kubernetes Service (AKS).
- Dig into CBL-Mariner, the Linux distribution built by Microsoft to host Azure services.
- Get tips and best practices from Linux industry leaders like Red Hat and SUSE.

[https://info.microsoft.com/ww-azure-open-source-day.html?ocid=AID3043963\\_QSG\\_567515](https://info.microsoft.com/ww-azure-open-source-day.html?ocid=AID3043963_QSG_567515)

## Build in the Open Happy Hour | Meetup

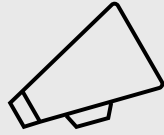
Tuesday, February 15, 2022 (10:30 AM – 11:30 AM Pacific Time)

Join us at this free Happy Hour after Azure Open Source Day to network with open source luminaries and experts to learn about how Microsoft loves Open Source.

<https://www.meetup.com/Microsoft-Reactor-Redmond/events/283181450/>



# Call for Speakers!



## Next Quarterly Call: April 2022

If you'd be interested in sharing your latest Azure finds, Azure tips & tricks, or best practices for hosting great events, just email us at:

[azure-tech-groups@microsoft.com](mailto:azure-tech-groups@microsoft.com)

# Q&A



# Thanks for joining!



## Mark your calendars!

Next Quarterly Call is:

**April 2022**



## Github Resources

Find past monthly communications and quarterly calls:

[https://aka.ms/atc/Archive Comms](https://aka.ms/atc/Archive_Comms)

List of content resources:

[https://aka.ms/atc/content resources](https://aka.ms/atc/content_resources)

**Have questions?** Contact us at [azure-tech-groups@microsoft.com](mailto:azure-tech-groups@microsoft.com)

